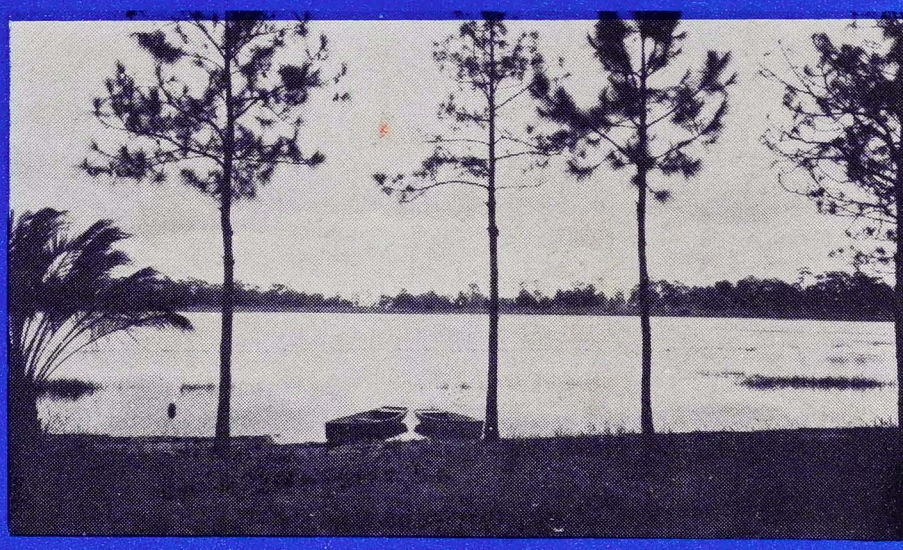
FLORIDA LIVING IS AT ITS BEST IN WALTON COUNTY

DEFUNIAK SPRINGS FLA.

Come to live in

DEFUNIAK SPRINGS



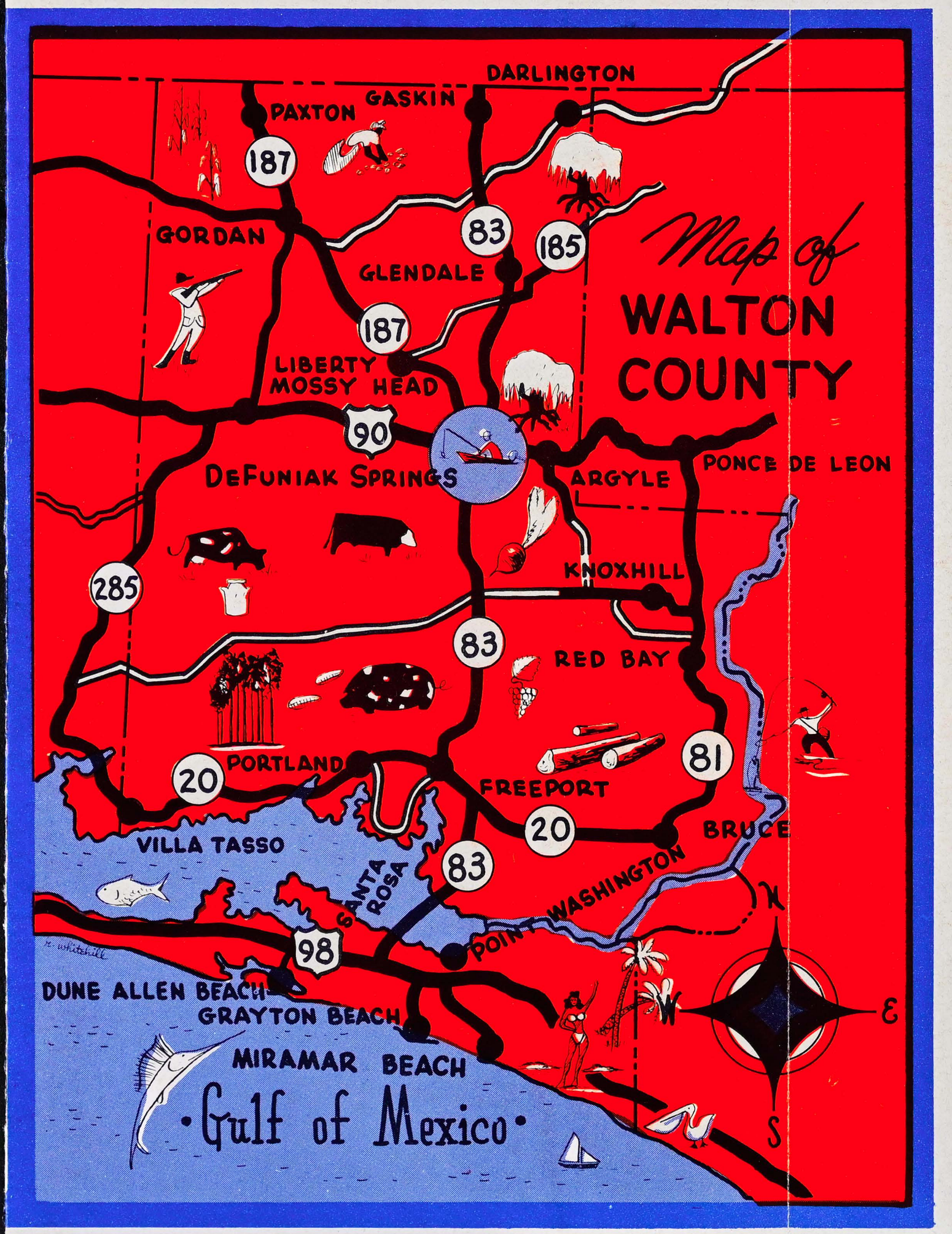
VERTICAL FILE

Ephemeral Walton Co.

AND WALTON COUNTY..

If you're tired of the hustle and bustle, confusion and high cost of everyday living ... come to Walton County, Florida.

Here is virtually a new frontier. Natural beauty is abundant everywhere . . . in our rich, rolling farm lands, fine old timber stands, clear, pure lakes and streams . . . in our miles and miles of dazzling white sand beaches bordering the beautiful cerulean and emerald waters of the Gulf of Mexico.



Here one can still live the good life of the old pioneers with all the advantages and comforts of the twentieth century. Whether your desire is a productive, easily tilled farm in the country or an attractive home in the city with plenty of room to really enjoy the Florida climate and landscape, you'll find Walton County ideal and inexpensive.

Words and pictures fall far short in depicting the full and abundant life we Waltonians enjoy. Come and pay us a visit . . . take time to see why we feel we've been blessed with an almost perfect atmosphere in which to relax and really LIVE life . . . not fight it. We're sure you'll agree with us when we say . . . there's no easier living anywhere.

Scenic Highway 98 parallels our County's gulf beaches. This is the popular "Hug the Coast" route south. One of America's most beautiful ocean-side drives.

Above - Aerial view of DeFuniak Springs and Lake DeFuniak, sometimes referred to as the town's "dimple". Below, left to right -- 1. DeFuniak Springs' new and modern Walton County Hospital. This hospital, located on beautiful College Ave., was completed in 1950, and serves both City and County. -- 2. DeFuniak Springs is equipped to serve practically every religious demand -- Pictured is one of its many fine churches. -- 3. DeFuniak Springs' modern equipped, up-to-the-minute, Lakeside Hospital. An example of our thoughtful preparation in meeting modern medicine demands. -- 4. The town relaxes in Lakeside Park. Picnicking, boating, fishing and swimming are enjoyed here. -- 5. DeFuniaks' quaint, quiet and scenic Public Library. The tree on the right was planted in 1888 in memory of poet John Greenleaf Whittier.

DEFUNIAK SPRINGS is more than a name . . . it's a way of life . . . a leisurely, relaxed and friendly way of life unencumbered by cosmopolitan frustrations and tensions. If you like crowds and noise, bright lights and traffic fumes, tall buildings and exclusive shops we're afraid you won't care much for DeFuniak Springs. But if you cherish the old fashioned virtues of neighborliness . . . of living in a medium size town with big city conveniences and small town friendliness and serenity . . . you'll want to live in DeFuniak Springs.

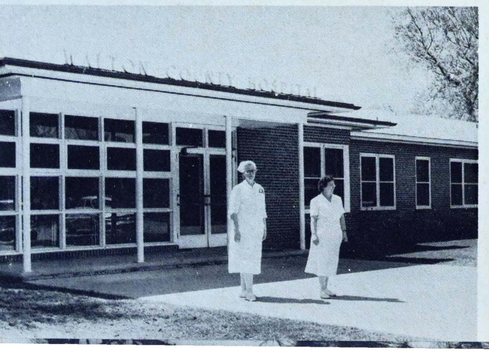
For natural semi-tropical beauty our town is hard to beat. It is built around a clear, circular lake which many believe was formed by a huge meteor crashing to earth many centuries ago. Large, stately old homes and rambling modern ranch houses ring the circumference of the lake. Our business district is complete and up to date. The merchants and professional men are constantly striving to make available to the people the goods and services that are most in demand. Many of the downtown business places have been recently remodeled.

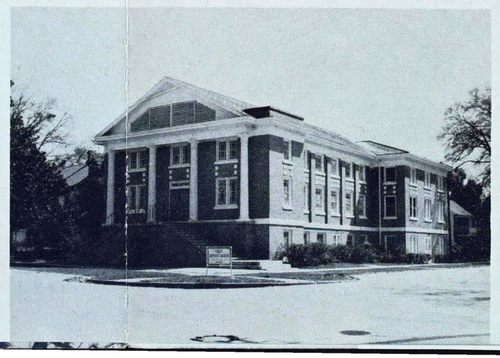
DeFuniak Springs has long been known as a town vitally interested in the common virtues of religion and education. Dr. A. H. Gillet, of the New York Chataqua, chose DeFuniak Springs as the site for the winter assembly of the organization. Each year, from 1885 until 1922, this famous group met here. The first school in Florida devoted exclusively to the preparation of teachers for the public schools was established in DeFuniak Springs in 1887. Since the days of the Florida Chataqua Association the people of this community have been concerned with better educational facilities. Our present day school system is testimony to the fact that this progressive educational outlook still prevails.

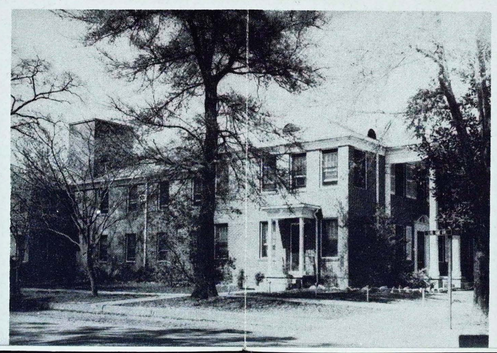
Our churches are the center of many community activities, for the people of DeFuniak Springs have always been religious. Some of our churches are new, some very old, but all are well cared for and attended by a friendly group of people who are always ready to make a stranger feel at home. Practically every denomination is represented and actively engaged in community service.

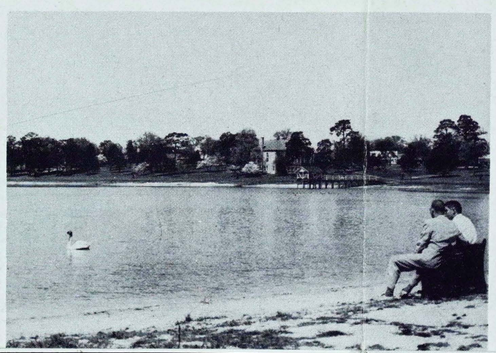
DeFuniak Springs, like the remainder of Walton County, derives its main source of income from agriculture and the various forest products. As the county seat and largest town in the vicinity, it is the shopping center for people from miles around. Occupational opportunities exist in farming, lumbering, the professions and all the normal occupations of a medium size town such as clerks, typists, secretaries, bookkeepers, waiters, mechanics, printers, truck drivers, etc. There are ample opportunities for people desiring to open their own business with the assurance of a ready and constantly expanding market for practically any type of business.

If you are one of the many who are looking for a quiet, friendly place to retire or are just tired of the fast pace of a large city, why not pay DeFuniak Springs a visit soon? See why so many people who came here for a short visit are now permanent fixtures around the place. Ask one of these "perpetual guests" why they settled down here and it's 50 to 1 they'll say they like the marvelous year around climate, or the indescribable scenic beauty of the place with its huge old shade trees, lush, green grasses, gorgeous blooms and unusual and scenic circular lake. Or maybe they like the excellent hunting, the superlative fresh and salt water fishing . . . the nearness to the most beautiful, snow white sand beaches in the world. But the chances are 100 to 1 that they won't mention any of these but will simply say: "The people here are my kind of people. I can live the way I've always wanted to live." Could anyone ask more?









WALTON COUNTY

One of the many new beach housing projects being constructed along the beautiful Gulf of Mexico in Walton County. Our beaches are attracting resort minded settlers from everywhere.

Walton County's historic Chatauqua Auditorium. Here Waltonians enjoyed the finer arts from 1885 until 1922. Most of the town's entertainment activities are conducted here.

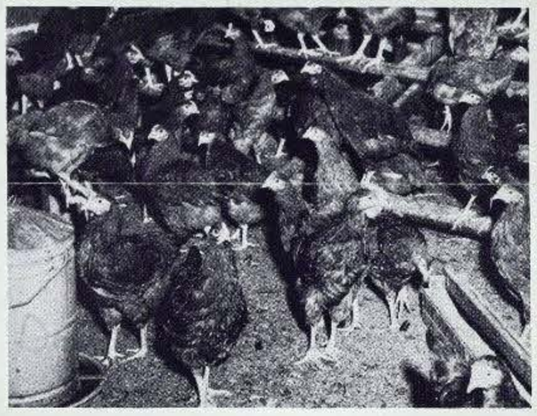
Walton County, located in the Northwest section of Florida, is bounded on the north by the State of Alabama and on the south by the Gulf of Mexico. It is 1028 square miles in area, or almost 15 times the size of the District of Columbia. Since earliest days farming has been the chief occupation of the citizens of Walton County. The soils of the area vary in character from the heavy river bottom lands to the lighter sandy loams of the hills underlaid by clay subsoil. The latter type is particularly adapted to the growth of wild satsumas, grapes, pears, figs and peaches. The staple crops most produced are corn, cotton, peanuts, velvet beans, sugar cane, sweet potatoes and forage crops. In recent years there has been a widespread interest in growing tung and the area has proved quite suitable for these trees. Tick eradication has been completed in the county and a decided impetus has been given to the dairy and beef cattle industries. The principal beef types are Aberdeen-Angus, Hereford and Brahma. In addition the poultry and egg business and hog raising are quite extensive. In short, you can grow or raise most anything in Walton County.

The other principal industry of the county is derived from our forests. There is a ready market in the area for pulpwood, poles and posts, lumber and raw materials for the naval stores industry. Walton County is ideal for tree farming and there are many suitable locations available to those interested in this fascinating and lucrative business.

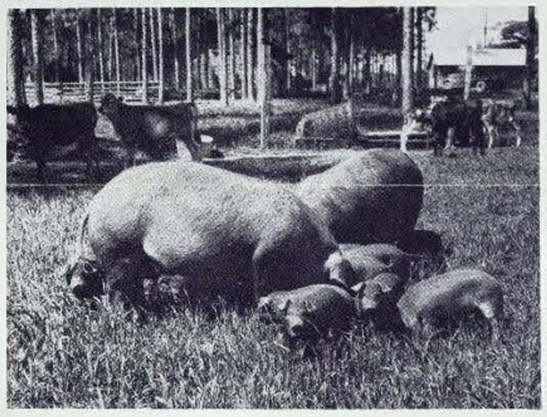
A typical Walton County home. You'll find the traditional old charm mingling with the very new in our county and town's fine residences.

A territorial landmark and meeting place is the Walton County Court House.

Lake Stanley, located just outside DeFuniak Springs' City limits, is attracting dwellers who enjoy both town and country living.



The past few years have seen an unprecedented demand for poultry and eggs in the area. More and more Walton County farmers are getting into this lucrative business.



These little porkers will find Walton County an ideal place to grow big and fat.

A Walton County lake scene. Our many fresh water lakes provide havens for trout, bream, bass, perch and other game and pan fish.

Another industry, if it may be called that, is rapidly coming to the front in Walton County. The building in recent years of many new causeways and highways has opened to the public one of the most fabulously beautiful stretches of white sand beaches and multi-colored waters in the world. Literally thousands of Americans are discovering this new playground and returning again and again to enjoy its unique advantages. With this influx of tourists has come an almost insatiable demand for tourist courts, motels, restaurants, night clubs, drive-ins, gift shops, stores of all kinds. If a business of this sort interests you, Walton County offers you an ideal location. Come on down and look our county over. See if it isn't just exactly what you've been looking for.

Tall, graceful pines and fine surfaced highways are abundant in all parts of Walton County.

One of Walton County's thriving poultry and feed businesses. This plant has a capacity potential of 20,000 broilers per day.

Left - An Abruzzi Rye experimental crop, one of the many various experiments being conducted by progressive Walton County farmers. Right - A modern Walton County beach motel. There are adequate accommodations for those seeking the pleasure of sea shore living.

Sky . . . Sand . . . Sage

Walton County
Chamber Of Commerce
DeFuniak Springs, Florida

VERTICAL FILE

TO _____

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